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In the claims:

1-35. (Cancelled).

36. (New) Apparatus providing a platform for the provision of services over a cellular telephone network, the apparatus comprising

an infrastructure for supporting a generic definition of a cellular service, said generic definition incorporating common features of different services, said generic definition being able to take specific service-defining parameters, and

a parameter setting mechanism for inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.

37. (New) The apparatus of claim 36, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capability level of a receiving telephone.

38. (New) The apparatus of claim 36, carrying a plurality of services each defined using said generic service and different service defining parameters.

39. (New) The apparatus of claim 36, configured to allow a plurality of services to be defined using different service-defining parameters applied to said generic service.

40. (New) The apparatus of claim 36, further comprising a rule engine together with said generic definition, for operating logic required for said desired service by implementing ones of said service defining parameters that are logical rules.

41. (New) The apparatus of claim 36, further comprising an external parameter obtaining mechanism to obtain external parameters for modifying application of a respective desired service to a user.

42. (New) The apparatus of claim 41, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.

43. (New) The apparatus of claim 36, comprising a plurality of modules, each module carrying said generic definition together with a different arrangement of parameters, thereby to combine different services within said platform.

44. (New) The apparatus of claim 43, being able to support additional services by the incorporation of additional modules.

45. (New) A method for the provision of services over a cellular telephone network comprising:

providing a generic definition of a cellular service, said generic definition incorporating common features of different services, and said generic definition being able to take specific service-defining parameters, and

for each one of a plurality of desired services, inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.

46. (New) The method of claim 45, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capacity level of a receiving telephone.

47. (New) The method of claim 45, comprising defining a plurality of services each using said generic service and different service defining parameters, and providing each service as a separate module sharing a common interface.

48. (New) The method of claim 45, further comprising operating logic required for a respective desired service by implementing ones of said service defining parameters that are logical rules.

49. (New) The method of claim 45, further comprising obtaining external parameters for modifying application of a respective desired service to a user.

50. (New) The method of claim 49, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.

51. (New) A method for managing a content delivery interface between a content provider and a subscriber wireless communication device, the method comprising:

providing a plurality of modules for the content delivery interface, each module for providing content as part of a different service;

providing a generic definition of said service, said generic definition incorporating common features of different services ;selecting an appropriate one of said modules for the content delivery interface according to a currently desired service and said generic definition ; and

adding said appropriate module to the content delivery interface, thereby to provide said currently desired service from a platform that supports a plurality of services.

52. (New) The method of claim 51, wherein said adding said appropriate one of said modules comprises providing a functional alteration for the content delivery interface for interacting with the wireless communication device, according to said currently desired service.

53. (New) The method of claim 52, wherein said functional alteration comprises a change to a flow of interaction between the content delivery interface and the wireless communication device.

54. (New) The method of claim 52, wherein said functional alteration comprises a change to the look and feel of the content delivery interface at the wireless communication device.

55. (New) The method of claim 53, wherein said functional alteration comprises:

Adding a new content type;

Adding a new content delivery protocol;

Adding a new device and adjusting the user interface to its browser and its display characteristics;

Adding a new page ;

Adding content bundles that include multiple content items;

Changing the look and feel of the service, including at least one of colors, fonts, icons, formatting and page layout; and

Changing parameters of the service.

56. (New) The method of claim 52, wherein said functional alteration comprises a change in a respective service according to an identity of a subscriber, a service package of said subscriber, a preference of said subscriber and a type of wireless communication device.

57. (New) The method of claim 56, wherein said change comprises dynamic adaptation of the service, optionally including at least one of:

Matching the output format and presentation to the device type;

Filtering of content, based on at least one of permissions, compatibility to the device, subscriber preferences, and content classification;

Selection of a language;

Dynamic flow; and

Adjustment of delivery protocol based on the content type and the device.

58. (New) The method of claim 52, comprising providing each module with a generic service definition and customizing ones of said modules for services it is desired to provide.

59. (New) The method of claim 58, wherein the content delivery interface further comprises a service directory for locating a service, such that said adding said appropriate module further comprises altering a listing in said service directory as necessary when a service is added, removed or altered.

60. (New) The method of claim 58, wherein the content delivery interface further defines a presentation for providing an output of said service to the wireless communication device, such that said functional alteration comprises altering said presentation as necessary when a service is added, removed or altered.

61. (New) The method of claim 58, wherein said functional alteration comprises altering a logic of said service.

62. (New) A service delivery platform for an interface between a content provider and a wireless communication device, comprising:

a plurality of services for being provided to the wireless communication device by the content provider;

an infrastructure for supporting a generic definition of a cellular service, said generic definition incorporating common features of different services;

a service controller for receiving a request for a service from the wireless communication device and for activating said service according to a service logic and said generic definition, wherein said service logic comprises at least one rule for determining at least one of whether and how said service is to be provided; and

a service framework, configured to enable ones of said services to be added, removed or changed.

63. (New) The delivery platform of claim 62, further comprising a service directory for listing ones of said services, and wherein said service controller is configured to search said service directory for said service upon receiving said request.

64. (New) The delivery platform of claim 62, wherein said service comprises a plurality of operations to be performed, and a response to be returned to the wireless communication device.

65. (New) The delivery platform of claim 64, further comprising a presentation for presenting said response of said service.

66. (New) The delivery platform of claim 65, wherein said presentation comprises a presentation assembler for collecting data and preparing said data for said response to the wireless communication device.

67. (New) The delivery platform of claim 62, wherein an operation of said service is performed according to at least one rule.

68. (New) The delivery platform of claim 67, further comprising a rule operation for constructing the condition for said rule.